

Spread Everywhere, Among Your Friends, Your Neighbors, Your Acquaintances, The News That

STORE CLOSED TODAY.
"FOURTH OF JULY."

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Auerbach's Price-Wrecking Clearing Sale

STARTS

Tomorrow July 5th, at 8 o'clock Sharp

It's the most powerful value-giving sale ever introduced in modern merchandising.

Nothing so daringly drastic has ever been recorded

It's a Sale that the Public Will Never Get Over Talking About



It's a sale of such magnitude and such amazing influence and power as to strengthen tenfold the prestige and reputation for bargain-giving of this house. All records will be shattered, all precedents will pale into insignificance when compared with the extraordinariness of this wonderful Clearing Sale. The most radical, drastic price reductions are the vehicles used to accomplish this CLEAN UP.

IT'S A PRICE WRECKING
CLEARING SALE OF

Wash Goods

A Sale that ought to cause a Stampede. It's the greatest sale of its kind ever known! Look at the prices! Ever see anything like it?

Thousands of Yards of Swiss Lawns—White and colored grounds flowered and figured designs, go in this sale, per yard **3½c**
Thousands of yards of Challies and Calicoes—In this sale **4c**
Thousands of yards of Apron Gingham—In this sale **4½c**
Thousands of Yards of Percales Value 10c, in this sale, go in this sale at, per yard **6½c**
12½c Zephyr Gingham and Yd. Wide Percales—Go in this sale, per yard **7½c**
Thousands of yards of Silk Mulls, Printed Lawns, Voiles, Dimities and Eclennes—Worth up to 25c, go in this sale at, per yard **9c**
Up to 30c Wash Fabrics—Go in this sale at, per yard **14c**
Up to 50c Wash Fabrics—Go in this sale at, per yard **22c**
Up to 75c Wash Fabrics—Go in this sale at, per yard **33c**
ALL FINER WASH FABRICS—GO AT PRICES SO LOW AS TO MAKE THEM ALMOST A GIFT.

IT'S A PRICE WRECKING
CLEARING SALE OF

All Corsets

AT LESS THAN WHOLESALE COST. Every number in our entire stock included in this slaughter—none reserved.

AT 50c A PAIR.
600 pair ladies' white batiste corsets in the season's most popular models strongly boned with rust proof boning. A splendid \$1.00 value, all sizes, in this sale at, a pair **50c**
AT 75c A PAIR.
C. B. and G. D. corsets in a variety of the season's best models—all sizes, regular \$1.25 values at, a pair **75c**

IT'S A PRICE WRECKING
CLEARING SALE OF

PARASOLS

Farewell to parasols—They must go and go QUICKLY. These prices will move them. Make your selections early. Here's how we cut the prices:

CHILDREN'S PARASOLS.
25c grades on sale **10c**
35c grades on sale **19c**
45c grades on sale **25c**
50c grades on sale **35c**
75c grades on sale **49c**
1.00 grades on sale **69c**
1.75 grades on sale **99c**
LADIES' PARASOLS.
2.00 values, sale **99c**
4.00 values, sale **\$2.25**
5.00 values, sale **\$2.75**
6.00 values, sale **\$3.50**
8.00 values, sale **\$5.00**
10 and 12 values, sale price **\$6.50**

IT'S A PRICE WRECKING
CLEARING SALE OF

All Curtains, Couch Covers & Drapery Materials

The entire stock priced to get them out of the way. It's a slaughter without any equal. These offers for those that act quickly.
10c Silk Laces, go at, a yard **4½c**
50c Door Valves, go at **19c**
65c Lace Curtains, go at, a pair **33c**
1.25 Couch Covers, go at **55c**
1.50 Couch Covers, go at **79c**
2.00 Lacy Curtains, go at **\$1.18**
2.25 Couch Covers, go at **\$1.23**
3.00 Lacy Curtains, go at **\$1.69**
ALL FINER CURTAINS, COUCH COVERS AND DRAPERIES SUFFER PRICE CUTS LIKE THE REST.

IT'S A PRICE WRECKING
CLEARING SALE OF

Hostery and Underwear

We are sacrificing the entire lot at unheard of low prices. The bargains of a lifetime await you.

Ladies' silk vests 10c
Infants' seamless cotton hose in pink, blue, white and black at **5c**
Ladies' Union Suits, all sizes, best 50c values, special **25c**
Children's black cotton hose, seamless, all sizes, at **5c**
Ladies' \$1.50 pure silk hose, all sizes in this clearance **95c**
Ladies' 3½c grade vests and knee and ankle length pants—all sizes—in this sale **19c**

IT'S A PRICE WRECKING
CLEARING SALE OF

Table Linens, Napkins, Towels and Toweling

A wreckage of values and price-ration all over the department. Wherever you turn the mighty, matchless clearance bargains stare you in the face.

Fringed Napkins, worth 35c a dozen, go in this sale, at **1c**
Hemmed Towels, worth 65c in this sale, **2½c**
1,000 yard Twilled Toweling, in this sale at, a yard **3c**
10c Linen Crash, marked down to **5½c**
20c Bath Towels, go at **11c**
40c Table Damask, goes at **22c**
50c Half bleached Table Linen marked down to **26c**
60c Bleached Table Linen at **33c**
75c Silver Bleached Table Linen at **44c**
1.50 Hemstitched Table Cloths at **77c**
ALL CATHENY, TABLE LINENS, NAPKINS, TOWELS AND PATERN CLOYS SUFFER PRICE CUTS LIKE THE REST.

Auerbach's ONE PRICE

ESTABLISHED 1864

IT'S A PRICE WRECKING CLEARING SALE OF ALL READY-TO-WEAR GARMENTS

Sale prices that result in quick selling—sale prices that take no account of cost or value—sale prices that in many instances hardly represent the value of materials of a dress maker's fee—Sale prices that indicate our policy and rule which commands the sale of every ready-to-wear garment in its season. No matter what the reductions may be.

95c Gingham Waists, to clear at 39c	\$5.00 Mohair Skirts, to clear at \$2.39
\$1.75 Lingerie Waists, to clear at 83c	\$4.00 Lingerie Dresses, to clear at \$1.89
\$5.00 Silk or Net Waists, to clear at \$2.48	\$18.50 Silk or Foulard Dresses, to clear at \$8.88
\$1.00 Gingham Petticoats, to clear at 49c	\$20.00 Wool Tailored Suits, to clear at \$7.75
\$1.50 Taffeta Petticoats, to clear at 89c	\$6.00 Linene Jacket Suits, to clear at \$2.23
\$7.50 Taffeta Petticoats, to clear at \$3.98	45c Children's Rompers, to clear at 24c
65c Short Kimonos, to clear at 27c	75c Children's dresses, 2 to 6 years, to clear at 33c
\$1.50 Long Kimonos, to clear at 79c	\$5 Children's dresses, 6 to 14 years, to clear at \$2.49
\$9.50 Long Silk Kimonos, to clear at \$4.88	\$18.50 Long Taffeta or Pongee Coats, to clear at \$8.80
\$2.95 House Dresses, to clear at \$1.83	\$9.00 Black Taffeta Jackets, to clear at \$4.40
\$1.25 Linene Skirts, to clear at 66c	\$12.50 Pongee Jackets, to clear at \$6.40

IT'S A PRICE WRECKING
CLEARANCE SALE OF

ALL SHOES

The slaughter is terrific—you never saw such shoe bargains in all your life.

Children's Oxfords—Sizes 5 to 8. Values \$1.50, go in this sale at per pair **90c**
Misses' Kid Oxfords or tan Pump—Sizes 11½ to 2. Value \$2 go in this sale, **\$1.20**
Children's Patent Leather Oxfords, lace or button—Sizes 5 to 8. Value \$2.25 go in this sale at per pair **\$1.29**
Child's Patent Leather or tan Calf Shoes—Sizes 8½ to 11. Value \$2.50, go in this sale at, per pair **\$1.35**
Child's Dress Oxfords in Patent or Kid—Sizes 8½ to 11. Value \$2.50, go in this sale at, per pair **\$1.35**
Misses' Kid Oxfords—Lace or Button—Sizes 11½ to 2. Value \$2.25 go in this sale **\$1.35**
Little Gent's Patent or Velour Calf Oxfords—Sizes 5 to 13½. Value \$3, go in this sale at, per pair **\$1.55**
Ladies' Kid Oxfords—All Sizes. Values up to \$2.25, go in this sale at, per pair **\$1.55**
Ladies' Tan Sample Oxfords—Values up to \$5.00, go in this sale at **\$1.95**
Ladies' Kid Shoes—All sizes. Values up to \$3.00, go in this sale at, per pair **\$1.95**
Boys' Patent Tan or Calf Oxfords—Sizes 1 to 5½. Value \$3.50, go in this sale at **\$2.15**
Ladies' Patent or Kid Oxfords—Values up to \$3.25, go in this sale at per pair **\$2.15**

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Millinery

A quick and effective clearance of the entire stock must "Absolutely" be made. That's our decision—our determination—our loss for your gain. Can you resist such values as these.

Hat Shapes. Worth up to **5c**
\$1.50 go at **\$1.98**
Hats, go at **\$1.98**

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Belts

ALL BELTS MUST GO THAT PRICES MOVE THEM SURELY AND AT ONCE ARE NOW ON.

15c Wash Belts, for **5c**
25c Wash Belts, for **10c**
35c Wash Belts, for **19c**
50c Fancy Belts, for **25c**
All other prices and styles at similar reductions.

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Boys' Clothing

Positive Riddance, Not Profit, is the object of this sale. A THOUSAND HIGH GRADE SUITS

\$8, \$9, \$10 and \$12 Values—The best and most complete stock in the city. Sizes 6 to 16 years. All go in this sale **\$4.85**

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Men's Furnishings

The entire stock below cost. Prices in this section sink below the cost mark in this sweep of our Clearance Sale Reductions.

UNDERWEAR.

50c Shirts and Drawers, go in this sale at **29c**
75c Shirts and Drawers, go in this sale at **39c**

HOSIERY.

15c values go in this sale at per pair **7c**
25c Values go in this sale at per pair **12½c**

NECKWEAR.

35c values go in this sale at **21c**
50c values go in this sale at **29c**

SHIRTS.

50c values, go in this sale at **29c**
75c Golf and Negligee Shirts, go at **39c**
\$1 Golf and Negligee Shirts, go at **55c**
\$1.25 Black Sateen Shirts, go at **65c**

HANDKERCHIEFS.

10c Values go in this sale at—
6 for 25c
15c values, go in this sale at—
4 for 25c

IT'S A PRICE WRECKING
CLEARING SALE OF

ALL WHITE GOODS

Prices cut in every instance under manufacturing cost of the fabrics. The department should hum like a beehive every day of this sale with these reductions:

10c White India Linens and Checked Nainsooks, go in this sale at, per yard **5c**

15c White Persian Lawns, 15c Victoria Lawns, 15c English Nainsooks, 15c English Long Cloth—All go in this sale, per yard **7½c**

18c White Waistings, 18c White Flaxons, 18c Nainsooks, 18c Fancy Piques, 18c Persian Lawns—All go in this sale at, per yard **9½c**

22½c white swisses, 22½c flaxons, 22½c lawns, 22½c waistings, 22½c Long Cloths, all go in this sale at, per yard **11½c**

30c Silk Persian Lawns, White Skirting Linen, India Linens and Long Cloths, go **16c**

35c Victoria Lawns, India Linens and Dimities, go at **19c**

ALL FINER WHITE GOODS SUFFER PRICE CUTS LIKE THE REST.

IT'S A PRICE WRECKING
CLEARANCE SALE OF

GLOVES

See them you'll admit that such price wrecking has never come to your notice before.

LONG Lisle GLOVES.

65c grade on sale **25c**
75c grade, on sale **29c**
1.00 grade on sale **39c**
1.25 grade on sale **49c**

LONG SILK GLOVES.

1.25 grades on sale **75c**
1.50 grades on sale **95c**
2 grades on sale **\$1.25**

All other kid and fabric gloves AT SIMILAR REDUCTIONS—NONE RESERVED.

IT'S A PRICE WRECKING
CLEARANCE SALE OF

ALL DRESS GOODS

Low prices have done wonders here before, but this sale will eclipse any of our previous ones.

DRESS GOODS.
40c Quality Novelty Dress Goods, 36 inches wide, sale price, a yard **19c**

65c and 75c Novelty Dress Goods 36 inches wide, sale price, a yard **33c**

50c Wool Challies, 29 in. wide, sale price, a yard **25c**

65c Cream and Black Brillantines, 36 inches wide, sale price, a yard **36c**

LININGS.

25c Quality Sillesia Lining, all colors, sale price, a yard **12½c**

40c Mercerized Sateen, 36 inches wide, extra fine silky quality, sale price a yard **28c**

IT'S A PRICE WRECKING
CLEARING SALE OF

ALL SILKS

The entire stock cut in price until the values are absolutely irresistible.

SILKS.

35c Quality Jap Silk, 20 inches wide, sale price, a yard **19c**

60c Heavy Bengaline Silk, 19 in. wide, sale price, a yard **25c**

65c China Silks, 27 inches wide, all colors, sale price, a yard **35c**

65c Pongee Silk, 36 inches wide, sale price, a yard **39c**

75c and 85c Colored Taffeta Silks also cream and black, sale price **48c**

80c Black Taffeta Silk, 23 inches wide, sale price, a yard **54c**

85c and \$1.00 Peau De Cygnes, all colors, also cream and black, sale price, a yard **50c**

\$1.25 Black Taffeta Silk, 36 in. wide, sale price, a yard **69c**

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Laces & Embroideries

Everything reduced to prices that should crowd our always busy lace department. To lose time is to lose money so be prompt.

VALENCIENNES LACES.

The entire stock of edgings, insertions and headings divided into six great sale lots, regular values from 5c to 25c a yard, on sale at a yard—

12½c, 10c, 7½c, 5c, 3½c, 2½c

LINEN TORCHON LACES.

Great variety of edgings and insertions to match, all widths—values up to 20c a yard, go in this sale at, per yard **5c**

EMBROIDERY, EDGINGS AND INSERTIONS.

Most wonderful values at these sale prices a yard—
25c, 19c, 15c, 10c, 7½c, 5c, and 2½c

IT'S A PRICE WRECKING
CLEARANCE SALE OF

Bed Sheetings, Bed Spreads, Sheets, and Pillow Cases, Muslins and Flannels

The slaughter is terrific. When you come here and see how the prices have been reduced, the incentive will be to overbuy. Not a reader of this ad. should overlook the possibilities.

8 1-2c Bleached Muslins, goes in this sale, per yard **3½c**

12½c Hemmed Pillow Cases, go at **7½c**

16 2-3c Lonsdale Cambric, goes per yard **8¾c**

20c White Flannel, in this sale at, per yard **12c**

25c Pillow Tubing, in this sale, per yard **16c**

37½c Bleached Bed Sheetings, goes per yard **26c**

70c Hemmed Bed Sheets, go at **39c**

\$1.00 Bed Spreads, go at **57c**

\$1.35 Bed Spreads, go at **78c**

ALL FINER BED SPREADS, SHEETS AND PILLOW CASES AND EMBROIDERED FLANNELS SUFFER PRICE CUTS LIKE THE REST.